

## Neighbor Island News

By Marie Williams, AICP

Kaua'i County Planning Department

This May, Kaua'i County launched the public process of the General Plan, last updated in 2000. The project, named "Kaua'i Kakou", was contracted to SSFM International, with Dr. Cheryl Soon, FAICP, as project manager. The public outreach process is one of the most important yet challenging components of a General Plan process. As planners, we know that obtaining broad outreach is difficult to achieve. Therefore, in addition to several traditional-format meetings, the project team is attempting more innovative means of outreach, including:

Pop-Up Week - Inspired by the HCPO 2014 presentation by Toronto Chief Planner Jennifer Keesmat, the Planning Department conducted their version of Toronto's Planners in Public Spaces engagement program. Planning Staff, with a mobile outreach tent, spent a week "popping up" at various locations across Kaua'i from libraries to the shared-use path in Kapa'a. This allowed staff to interact with people who would not typically attend a formal General Plan event.



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Instagram Campaigns – In order to tap into social media platforms to reach a younger crowd, the project team held two Instagram contests. The first contest, #findtheplanners, was paired with Pop-Up Week. People were asked to find the mobile outreach tent, take a picture, and then tag the project’s Instagram account, @plankauai. The second contest was #mykauaivision, which asked people to hashtag photos that represent their vision for the future.





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Keiki Art Contest - The Planning Department conducted an elementary school art contest, where over 300 students submitted posters of their vision for the future. The winner won a bicycle donated by Kaua'i Path.



The project team is still exploring alternative and, hopefully, more effective means of obtaining input during the General Plan Update process. Feel free to stay abreast of the project at <http://plankauai.com/> or follow the project on Instagram @plankauai or Facebook.